HOOSIER LOTTERY 2004 ANNUAL REPORT





Michael S. Gouloff Chairman, The State Lottery Commission of Indiana



John M. Ross Director, Hoosier Lottery

Big Wins for Indiana

The Hoosier Lottery was a big win for Indiana in fiscal year 2004, but that win reached well beyond those who decided to buy a scratch-off ticket or play a draw game.

In addition to awarding players with \$436.53 million in prizes, the Lottery served state public servants, citizens, communities and businesses by infusing Indiana with needed funds.

The Hoosier Lottery's 15th year was marked by increased sales, retailer commissions, cost savings and prize payouts over fiscal year 2003. Considering all revenues and expenses, the Lottery polished off fiscal year 2004 with a net income of \$199.32 million.

State Accomplishments

Proudly upholding its primary mission, the Lottery turned over more than \$199.32 million in profits to the state of Indiana in fiscal year 2004, a \$23.72 million increase over fiscal year 2003. More than half of those profits helped substantially reduce the auto excise tax for Hoosier car-owners. The Lottery also withheld and transferred to the state \$5.65 million in state taxes from prize payments.

The Lottery, a self-sustaining, profitable, accountable and efficient business that operates without a penny of tax subsidies, is proud of its role in Indiana government and has raised \$2.47 billion since its inception in 1989 to support programs designated by the Indiana General Assembly.

Those programs include the Teachers' Retirement Fund, the Police and Fire Pension Relief Fund, Property Tax Replacement Fund, Supplemental Tuition Support and Excise Tax Relief.

Sales Success

Lottery sales representatives in the field strived to meet aggressive goals and succeeded in helping retailers sell a record \$734.87 million in Lottery products. Of that, retailers sold \$422.10 million in scratch-off tickets, growth of \$35.93 million from fiscal year 2003.

While statewide draw games across the country floundered, the Hoosier Lotto game bucked the trend and increased sales by 17.75 percent from the previous year. Fueled by high jackpots, sales of Powerball tickets increased by 20.78 percent to reach its highest total — \$154.14 million — since fiscal year 1999.

Business Development

To further grow the Hoosier Lottery, we introduced 48 scratch-off and 16 pull-tab games at various price-point levels ranging from \$0.25 to \$20. These new tickets serve to keep players excited about the Lottery and its games and, consequently, increase sales.

We also helped develop businesses besides our own by providing money-making products. About 4,100 Hoosier Lottery retailers across the state, from Osborn's Mini Mart in Culver to Knight's Corner in Nashville, earned more in commissions and incentives for the fiscal year than during any other year in Hoosier Lottery history. In fact, we paid out more than \$50.32 million in incentives, based on ticket sales, prize redemptions and jackpot winnings. That's \$15 million more than just three years ago.

Savings Focus

In addition to pushing sales this year, the Hoosier Lottery pushed savings.

We renegotiated a contract with our largest gaming service provider and expect an estimated savings of \$2.70 million annually and \$14.50 million over the life of the contract. That contract also included equipment to expand our network of retailers in communities across the state.

In fiscal year 2004 alone, the Lottery realized \$6 million in savings following revisions to the *Hoosier Millionaire* scratch-off ticket and the *Hoosier Millionaire* game show format, and \$1 million in savings following the renegotiation of our telecommunications service contract.

Whether Hoosiers chose to play or not, the Hoosier Lottery was a big win for them in fiscal year 2004. The more than 200 Lottery employees look forward to continued growth and more big wins — you could even say jackpots — for Indiana in fiscal year 2005.

Sincerely yours,

Michael S. Gouloff

Chairman, The State Lottery Commission of Indiana

John M. Ross

Director, Hoosier Lottery

The State Lottery Commission of Indiana

Michael S. Gouloff Chairman, Fort Wayne

Richard J. Darko Member, Indianapolis

> Leon J. Fleck Member, Jasper

Yvette R. Payne Member, Evansville

Thomas Sopko Member, South Bend



Police Officers Win

Bettye Dobkins joined the Indianapolis Police Department as a patrol officer on the city's West Side. Twenty-four years later, she has worked to become IPD's highest-ranking woman officer.

Downtown District Deputy Chief Dobkins supervises more than 100 officers who are, in Dobkins' words, "responsible for assisting in maintaining a high quality of life for the residents, workers and visitors who choose to make the Center City a large part of their lives."

She also is the Deputy Chief of Special Units, including the canine section, dive team, special weapons and tactics team (SWAT) and

bomb squad.

Typical runs for pilots and observers in the Special Units' Tactical Air Patrol are patrol missions, but they also can include narcotics surveillance, reconstructing scenes of accidents, and providing assistance to ground units involved with robberies, shootings and pursuits.

"The Hoosier Lottery's major contribution to this fund demonstrates the state's forward thinking," Deputy Chief Bettye Dobkins says. "It tells us that the state takes its pension funding responsibility seriously by ensuring that our retirement is guaranteed."

While the 50-year-old cares for her fellow officers, who often are put in dangerous situations, Dobkins says she's not a maternal type.

"I'm concerned about their well-being," she says, "in terms of employee development within the department and their own futures." Ensuring officers are properly trained, for example, is important to help keep officers effective and safe in the field.

The Hoosier Lottery is proud to look after the futures of Dobkins and her fellow officers. In fiscal year 2004, the Lottery was able to contribute \$30 million to the statewide Police and Fire Pension Relief Fund, which is shared with employees of Indiana fire departments.

"The Hoosier Lottery's major contribution to this fund demonstrates the state's forward thinking," Dobkins says. "It tells us that the state takes its pension funding responsibility seriously by ensuring that our retirement is guaranteed. It shows that our loyalty as public safety (officials) serving the citizenry of Indiana is honored by that same public and the legislators they elect."

Legislators respect for teachers allows the Hoosier Lottery also to turn over funds to those employees serving Indiana. During the past fiscal year, \$30 million was used to support the Teachers' Retirement Fund.

The Lottery is proud to provide big wins to these admirable public servants.

Bettye Dobkins (front) has served in the Indianapolis Police Department for 24 years. As Deputy Chief of Special Units, she oversees the helicopter operations of the Tactical Air Patrol. That unit's officers include James McClury (from left), Scott Bishop, Tony Scott, Donna Courtney and Ed Andresen. Also pictured is helicopter mechanic Dave Peugh (behind Courtney).



Lightning Food Mart Wins

In fiscal year 2004, an independent store in New Albany earned \$79,544 in commissions and bonuses from the Hoosier Lottery and sold \$1.15 million in Lottery products.

In spite of its size, Lightning Food Mart is consistently ranked in the top three for overall sales among Lottery retailers. The small convenience store has embraced the Lottery business and gained a reputation for turning out winners.

One warm day in October, two women sit chatting, perched on stools at a metal table just inside the store's entrance. They push latex shavings from their tickets into a gutter that runs alongside the table's edge. One woman clamps her hand to her mouth. She's won \$1,000.

Robert Clem, a former \$20,000 winner, waits in line to pay for groceries. From behind the counter, under a row of signs announcing winners from her store, Lightning Food Mart owner Tammy Wolford discusses the Hoosier Lotto jackpot with another customer.

"I was born and raised in New Albany, and I didn't realize how much people enjoy playing until I bought the store," she says. "We have a really regular customer base, mostly from this area." Wolford took over the circa-1960s store in 1998 and has eight employees.

She credits her business's success to merchandising. In addition to milk, chocolate cake mix and bananas, she keeps every available Lottery game in her store. "I was born and raised in New Albany, and I didn't realize how much people enjoy playing until I bought the store," store owner Tammy Wolford says.

Lottery retailers know the Lottery is a big win for them.

In fact, in fiscal year 2004, the Lottery paid out a record \$50.32 million in commissions to its approximately 4,100 retailer businesses throughout the state.

While other Indiana businesses flagged, overall sales of \$734.87 million — growth of \$70 million over the last fiscal year — was a boon to the economy statewide.



Tammy Wolford owns a small independent convenience store called Lightning Food Mart in New Albany. In fiscal year 2004, selling Hoosier Lottery products — always with a smile — earned her nearly \$80,000 in incentives.



Young Entrepreneur Wins

At age 23, Travis Parrish won \$100,000 playing the Hoosier Lottery's \$100,000 Payday scratch-off game. Like Lottery winnings for most winners, it hasn't completely changed his life. What it has done is allow him to pay off debts, buy his fiancée, Rachel, a new car and work with a professional investor to find ways to grow his windfall.

It also has allowed him to put money toward buying a 1978 home in Bloomington for himself, Rachel and their daughter, Chloe. With a background in construction, Parrish is ready to handle any of the home's needed repairs.

As the founder and owner of Parrish Construction, he and his crew of seven full-time employees build the frames and set the windows for new residences near Bloomington. He struck out on his own after working

four years for someone else.

"I wanted more freedom with my job and to make more money for myself," he says from the site of a project on a fall day in 2004. Following this house, he's set to start building a 75-home subdivision. "I wanted more freedom with my job and to make more money for myself," Travis Parrish says. Winning \$100,000 has helped him focus on growing his business.

The young entrepreneur is also building Indiana's economy, keeping money in the state and using his winnings to grow his family's future.

Players won about \$436 million in prizes during fiscal year 2004, a total of \$40 million more than last year, and they're using their winnings in smart ways.

Recent winners reported plans to put their big wins toward their children's and their own educations, caring for elderly parents, retirement savings, hospital bills, charitable organizations, house payments and investments.



Winning the top prize playing \$100,000 Payday allowed Travis Parrish to pay off debts, buy his fiancée a new car and work with a professional investor to find ways to grow his windfall. The 23-year-old owns a construction business in Bloomington that employs seven full-time workers.



Red Cross Volunteer Drivers Win

When a fire rages through a single-family home, one of the first groups on hand is the American Red Cross. Thirty-six chapters and thousands of volunteers serve Hoosiers during some of their most trying times.

In Merrillville, the American Red Cross of Northwest Indiana has 300 active volunteers. Those people often rely on their personal vehicles to serve neighbors in need, says Public Support Officer Tula Gogolak.

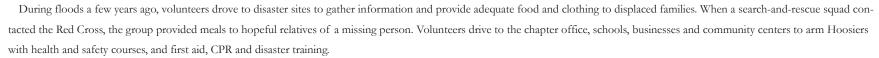
While the Hoosier Lottery doesn't pay for peoples' cars or compel drivers to volunteer, it does lighten a financial constraint to registering a vehicle. The Lottery gave over \$199.32 million back to the state of Indiana in fiscal year 2004. That included \$130.91 million to

reduce the excise tax associated with vehicle registrations.

"Most of our volunteers do use their own vehicles to do good in the community, so every little bit helps," Gogolak says.

"Most of our volunteers do use their own vehicles to do good in the community, so every little bit helps," Gogolak says.

Last year, a snow mobile accident caused an ammonia leak that forced a subdivision of families to evacuate their homes. Red Cross of Northwest Indiana volunteers showed up to help provide shelter for the evening.



While getting to work, picking up kids and running errands are more common reasons for getting behind the wheel, sometimes a trip has a nobler purpose. Organizations like the American Red Cross of Northwest Indiana make lowering an excise tax even more of a big win for Indiana.



In fiscal year 2004, the Hoosier Lottery reduced excise taxes by \$130.91 million for Hoosier drivers, including volunteers for charitable organizations like the American Red Cross of Northwest Indiana. Volunteers representing that organization are board member Alma V. White (from left), board member Tom Yamada, board member Leroy Fassett and Norma Anderson.



Warrick County Seniors Win

Since 1975, more than 1,000 seniors have counted on a ride from the Warrick County Council on Aging. The dependable fleet of three vans and two cars leave from the Boonville Senior Center to shuttle older Hoosiers to doctors' appointments, salon visits, dialysis

appointments in nearby Evansville and the local grocer. The drivers make up to 1,000 runs a month.

"I don't think we could operate without radios," says Henry Ramsey, who retired in 2000 after 42 years with the Whirlpool Corporation and now drives a van two days a week. He and the other drivers rely on radios to keep them in

"The grant filled a need and an immediate need," says Jim Chambers, Warrick County Council on Aging board chairman.

touch with a dispatcher who manages the runs from the center, housed in a refurbished jail built in 1876.

The WCCOA recently received a \$3,000 Alliance With Indiana grant to purchase four portable radios. The radios enable Ramsey to receive last-minute schedule changes or emergency calls.

"A lot of times when we take seniors like Juanita, I will take them in to the doctor's office, sign them in and complete any needed paperwork," Ramsey says. He can now receive any urgent messages using a portable radio.

Jim Chambers, Boonville native and president of the WCCOA board of directors, says the number of senior citizens in Warrick County is expected to double — from 7,000 to 14,000 — in the next five years. Dependable transportation is paramount to serving that growing population.

"Our No. 1 priority is doctors' appointments," Chambers says. "The grant filled a need and an immediate need."

The Hoosier Lottery was a big win for 84 organizations in fiscal year 2004. Funded entirely by Scientific Games, the Lottery's draw-game vendor, Alliance With Indiana grants totaling \$175,690 were awarded across the state.

The Hoosier Lottery is proud of its role in making positive differences in communities such as Warrick County.



Juanita Crowe of Boonville relies on drivers like Henry Ramsey for transportation to her doctor's office. The number of senior citizens in Warrick County is expected to double in the next five years. That county's council on aging received a grant to help support services to that growing population.

The State Lottery Commission of Indiana Statements of Net Assets For the years ended June 30, 2004 and 2003

\$	58,893,255 11,913,680	\$	42,977,623
\$		\$	42,977,623
\$		\$	42,977,623
	11,913,680		
			13,215,043
	26,191,944		30,407,287
	314,037		641,493
			876,509
			101,717
	98,692,488		88,219,672
	0.740.404		10.702.502
			10,793,503
	56,908,241		58,491,055
	0.040.045		4.007.040
			1,807,868
			7,036,095
			7,621,878
			(11,770,015)
	70,611,187		73,980,385
	169,303,675		162,200,057
	4,739,560		6,101,627
	30,859,218		34,783,065
	15,000,000		15,000,000
	54,752,082		44,094,762
			1,174,977
			1,597,945
	107,878,102	_	102,752,376
	56 537 241		58,120,055
_		_	58,120,055
	30,337,241		30,120,033
	164,415,343	_	16 <u>0,87</u> 2,431
	925,881		(3,368,200)
	3,962,451		4,695,826
	\$4,888,332		\$1,327,626
		1,236,017 143,555 98,692,488 9,740,494 56,908,241 2,043,017 7,060,682 7,878,698 (13,019,945) 70,611,187 169,303,675 4,739,560 30,859,218 15,000,000 54,752,082 319,588 2,207,654 107,878,102 56,537,241 56,537,241 164,415,343	1,236,017 143,555 98,692,488 9,740,494 56,908,241 2,043,017 7,060,682 7,878,698 (13,019,945) 70,611,187 169,303,675 4,739,560 30,859,218 15,000,000 54,752,082 319,588 2,207,654 107,878,102 56,537,241 56,537,241 164,415,343

The State Lottery Commission of Indiana Statements of Revenues, Expenses and Changes in Net Assets For the years ended June 30, 2004 and 2003

		2004		2003
OPERATING REVENUES				
Charges for Services				
Draw-game ticket sales	\$	293,803,444	\$	258,914,369
Scratch-off/pull-tab ticket sales, net	_	441,068,792	_	405,503,082
Total Operating Revenues		734,872,236		664,417,451
OPERATING EXPENSES				
Game expenses				
Draw-game prizes		142,892,049		124,551,557
Scratch-off game prizes		286,711,041		258,568,651
Television game show prizes		6,928,151		13,119,169
Ticket printing costs		6,942,544		6,304,319
Advertising and promotion		9,452,347		10,292,443
Retailer commissions		50,326,569		45,529,235
Draw-game professional services		12,485,861		12,199,675
ITVM lease and courier services	_	3,140,569	_	2,305,350
Total game expenses		518,879,131		472,870,399
Other operating expenses				
Salaries, wages and benefits		13,244,847		12,449,667
General and administrative	_	4,459,719	_	4,717,531
Total other operating expenses	_	17,704,566	_	17,167,199
Total Operating Expenses	_	536,583,697	_	490,037,598
OPERATING INCOME	_	198,288,539	_	174,379,854
NONOPERATING REVENUES/(EXPENSES)				
Interest income		880,081		1,099,157
Net increase/(decrease) in fair value of investments		(1,309,149)		2,277,873
Interest accretion		(1,225,239)		(4,856,093)
Other income	_	2,690,397	_	2,700,933
Total Nonoperating Revenues/(Expenses)		1,036,090		1,221,870
NET INCOME PRIOR TO DISTRIBUTIONS		199,324,629		175,601,724
Distributions to the State Pensions		(45,000,000)		(45,000,000)
Distributions to the State		(103,104,705)		(84,102,076)
Distributions to the State Budget Agency		(1,800,000)		-
Distributions to be paid to the State Pensions		(15,000,000)		(15,000,000)
Distributions to be paid to the State		(30,859,218)		(34,783,065)
Total Distributions		(195,763,923)		(178,885,142)
Changes in Net Assets		3,560,706		(3,283,418)
Total Net Assets - beginning		1,327,626		4,611,044
Total Net Assets - ending		\$4,888,332		\$1,327,626
O .	_		_	

The Financial Statements are excerpts from the Hoosier Lottery's audited financial statements for the years ended June 30, 2004, and June 30, 2003. Complete financial statements are available upon request to Controller, Hoosier Lottery, P.O. Box 6124, Indianapolis, IN 46206

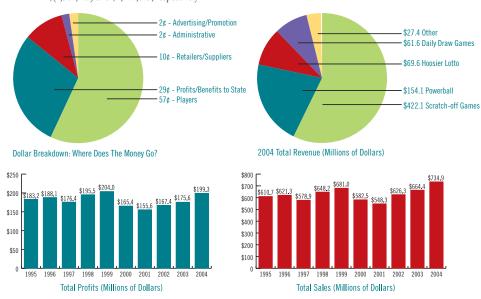
The State Lottery Commission of Indiana Statements of Cash Flows For the years ended June 30, 2004 and 2003

	2004	2003
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash received from ticket sales	\$738,937,625	\$652,562,728
Payments to ticket winners	(427,545,158)	(389,235,168)
Payments to employees	(12,635,138)	(12,737,487)
Payments to suppliers	(86,540,727)	(82,753,862)
NET CASH PROVIDED BY OPERATING ACTIVITIES	212,216,602	167,836,211
CASH FLOWS FROM INVESTING ACTIVITIES		
Net proceeds (purchases) of investments	349,789	875,066
Interest income	838,243	1,332,559
NET CASH PROVIDED BY (USED FOR) INVESTING ACTIVITIES	1,188,032	2,207,625
CASH FLOWS FROM NONCAPITAL AND RELATED		
FINANCING ACTIVITIES		
Distributions to the State	(153,545,922)	(123,727,066)
Distributions to the State Budget Agency	(1,800,000)	-
Distributions to the State Pensions	(45,000,000)	(45,000,000)
Other Income	2,690,397	2,700,933
Net (increase) decrease in Restricted Assets	1,053,009	(226,816)
NET CASH PROVIDED BY (USED FOR) NONCAPITAL		
AND RELATED FINANCING ACTIVITIES	(196,602,516)	(166,252,949)
CASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES		
Purchase of fixed assets	(934,370)	(4,752,944)
Proceeds from the sale of fixed assets	47,884	36,847
NET CASH PROVIDED BY (USED FOR) CAPITAL		
AND RELATED FINANCING ACTIVITIES	(886,486)	(4,716,097)
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	15,915,632	(925,210)
CASH AND CASH EQUIVALENTS - Beginning of year	42,977,623	43,902,833
CASH AND CASH EQUIVALENTS - End of year	\$58,893,255	\$42,977,623
•		

The State Lottery Commission of Indiana Statements of Cash Flows For the years ended June 30, 2004 and 2003

	2004	2003
RECONCILIATION OF OPERATING INCOME TO NET CASH		
PROVIDED BY (USED FOR) OPERATING ACTIVITIES:		
Operating income	\$ 198,288,539	\$ 174,379,854
Adjustments to reconcile operating income to net cash from		
operating activities:		
Depreciation	1,661,000	1,479,217
Change in provision for doubtful accounts	19,256	(35,685)
Change in provision for ticket returns	382,916	359,736
Gain on sale of fixed assets	(41,141)	(37,206)
(Increase) decrease in assets:		
Accounts receivable	4,579,003	(12,948,953)
Scratch-off/pull-tab ticket inventory	327,456	(480,717)
Prepaid expenses and other assets	(359,508)	(328,315)
Increase (decrease) in liabilities:		
Accounts payable - trade	(1,362,066)	(2,075,493)
Deferred draw-game revenue	(855,389)	807,383
Other accrued expenses	609,709	(287,820)
Accrued prize liability	8,966,826	7,004,210
NET CASH FLOWS PROVIDED BY OPERATING ACTIVITIES	\$212,216,602	\$167,836,211

The change in fair value investments and interest accreation that was not cash was \$(1,309,149) and \$2,277,873, respectively.



The Financial Statements are excerpts from the Hoosier Lottery's audited financial statements for the years ended June 30, 2004, and June 30, 2003. Complete financial statements are available upon request to Controller, Hoosier Lottery, P.O. Box 6124, Indianapolis, IN 46206

Executive Staff

John M. Ross, Director

Responsible for overall operation of the Lottery.

Nancy Dorsa, Deputy Director/Controller

Responsible for accounting division and assisting director in overall operation of the Lottery.

Pete Byrne, Director of Security

Responsible for promoting and protecting the integrity of and public confidence in the Lottery.

Gary Catey, Director of Sales

Responsible for Lottery sales division.

Dave Kress, Director of Information Services

Responsible for Lottery information and systems, programming and technical support.

Colleen O'Brien, Director of Administration

Responsible for Lottery administrative functions, procurement, facilities and fleet management.

Charles O'Hara, Director of Marketing

Responsible for development and monitoring of the marketing process and advertising for Lottery products.

Joseph Pfister, Internal Auditor

Responsible for reviewing and evaluating internal controls and preparing audit reports.

Andrew Reed, Director of Public Relations

Responsible for Lottery promotions with the public, players and media.

Janna Shisler, General Counsel

Responsible for contract drafting, litigation and rule drafting.

Regional Offices

Headquarters

Pan Am Plaza 201 S. Capitol Ave., Suite 1100 Indianapolis, IN 46225 (317) 264-4800

Region 1, Indianapolis

Deloris Garrett, Manager Ameriplex 5252 Decatur Blvd., Suite A Indianapolis, IN 46241 (317) 821-3200

Region 2, Gary

Rodney Williams, Manager 1501 Martin Luther King Drive Gary, IN 46407 (219) 882-6076

Region 3, South Bend

Paul Szrom, Manager 1539 N. Ironwood Drive South Bend, IN 46635 (574) 277-1388

Region 4, Fort Wayne

Karen Merchant, Manager 2413 Hobson Road Fort Wayne, IN 46805 (260) 482-9000

Region 5, Muncie

Lawrence Burden, Manager 3415 W. Fox Ridge Lane Muncie, IN 47304 (765) 288-3594

Region 6, New Albany

Dan Cranmer, Manager Summit Square 3211 Grant Line Road, Suite 15 New Albany, IN 47150 (812) 948-9682

Region 7, Evansville

June Leslie, Manager 5625 E. Virginia Road Evansville, IN 47715 (812) 477-0109

Region 8, Terre Haute

Nancy Wallace, Manager 680 E. Springhill Drive Terre Haute, IN 47802 (812) 238-1833